



1997 ECONOMIC CENSUS

MISCELLANEOUS RETAILING

OMB No. 0607-0826: Approval Expires 08/31/99

DUE DATE ▶ **FEBRUARY 12, 1998**

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

RT-5916

RT

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

Please read the accompanying instructions before answering the questions.

Census use

(Please correct any errors in name, address, and ZIP Code.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. EMPLOYER IDENTIFICATION NUMBER
Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 Yes 2 No – Report current EIN below

(9 digits) _____

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.
Example: If a figure is **\$1,125,628.79** • Preferred report

| Mil- lions (000) | Thou- sands (000) | Dol- lars (000) |
|------------------------|-------------------------|-----------------------|
| 1 | 126 | |
| 1 | 125 | 629 |

Acceptable

Item 4. DOLLAR VOLUME OF BUSINESS
Sales of merchandise and other operating receipts for 1997 (Exclude sales or other taxes collected)

| Mil. | Thou. | Dol. |
|------|-------|------|
| 010 | | |

Item 2. PHYSICAL LOCATION
a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)

093 1 Yes 2 No – Report physical location below

Number and street _____

City, town, village, etc. _____

State _____

ZIP Code _____

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 Yes 3 No legal boundaries
2 No 4 Do not know

c. In what type of municipality is this establishment physically located?

096 1 City, village, or borough
2 Town or township
3 Other – Specify _____
4 Do not know

d. In what county (e.g., Dade County) is this establishment physically located?

Item 3. OPERATIONAL STATUS Number of months
a. How many months during 1997 was this establishment actively operated? 002

b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.

001 1 In operation Figures only
2 Temporarily or seasonally inactive Month Year
3 Ceased operation – Give date at right
4 Sold or leased to another operator – Give date at right AND enter name, etc., below

Name of new owner or operator _____

Number and street _____

City _____

State _____

ZIP Code _____

Item 5. PAYROLL
Payroll in 1997, BEFORE DEDUCTIONS

| Mil. | Thou. | Dol. |
|------|-------|------|
| 030 | | |
| 031 | | |

a. Annual

b. First quarter (January–March)

Item 6. EMPLOYMENT Number

Number of paid employees for pay period including March 12, 1997 (Include both full- and part-time employees)

| | |
|-----|--|
| 032 | |
|-----|--|

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS

a. Kind of business

What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box. 070

- Antique store (including rare books and manuscripts) 5932101
- Art dealer 5999401
- Artists' supply store 5999922
- Boat dealer 5551001
- Collectors' items and supplies store (philatelist, numismatist, etc.) 5999602
- Convalescent aids store 5999912
- Cosmetics, beauty supplies, and perfume store 5999801
- Farm supplies store or dealer 5191181
- Floor coverings store 5713002
- Florist 5992001
- General (full-line) sporting goods store 5941102

ITEM 7 CONTINUED ON PAGE 2

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

a. Kind of business – Continued 070

Gift, novelty, souvenir store 5947001

Health and beauty aids store (without pharmacy) 5912202

Hearing aid store 5999913

Household appliance store 5722001

Jewelry store 5944001

Monument and tombstone dealer 5999925

Musical instrument and supply store 5736001

Nursery or garden center 5261204

Optical goods store 5995001

Orthopedic and artificial limbs store 5999914

Party goods store 5999928

Pet shop 5999101

Radio, TV, stereo, and electronics store 5731201

Religious goods store 5999926

Swimming pool (above ground) and supplies dealer 5999927

Swimming pool construction/contractor (in ground) 1799301

Telephone store 5999501

Trading cards or sports memorabilia store 5999601

Trophy/award shop 5999701

Other kind of business – Describe 7777777

b. Selling characteristics

1. In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE box. 068

From physical displays of priced merchandise 1

From a counter (little or no display) 2

From a warehouse or office 3

Other – Describe 4

2. How did this establishment PRIMARILY attract new customers in 1997? Mark (X) only ONE box. 069

Location and store attractiveness 1

Advertising to the general public, including direct mail advertising 2

Advertising to the trade or calls directly to customers 3

Other – Describe 4

Item 8. METHOD OF SELLING

What was this establishment's PRINCIPAL method of selling in 1997? Mark (X) only ONE box. 235

Selling at this establishment 1

Mail order (include catalog selling and home shopping via television or computer) 2

Telemarketing 3

Direct selling (include selling from house-to-house and nonfixed or temporary locations) 4

Operating merchandise vending machines 5

Item 9. CLASS OF CUSTOMER Whole percent of sales

Report the percentage of this establishment's total sales in 1997 (item 4) to each class of customer. 237

a. General public (household consumers and individuals) 239

b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government

Item 10. MERCHANDISE LINES

Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS below)

| HOW TO REPORT PERCENTS | If figure is 38.76% of total sales: | Mil. | Thou. | Dol. | Per-cent |
|---|-------------------------------------|---|-------|------|----------|
| | | | | | |
| | Not acceptable | | | | 38.76 |
| Merchandise lines | Cen-sus use | ESTIMATES are acceptable. Report dollars OR percents. | | | |
| | | Mil. | Thou. | Dol. | Per-cent |
| 1. Art goods (Include original pictures and sculptures. Report artists' supplies on line 2 and reproductions on line 22.) | 230 | 231 | | | 232 |
| | 0863 | | | | |
| 2. Artists' materials and supplies | 0869 | | | | |
| 3. Drugs, health aids, beauty aids | | | | | |
| a. Prescriptions | 0161 | | | | |
| b. Nonprescription medicines | 0162 | | | | |
| c. Vitamins, minerals, and other dietary supplements | 0163 | | | | |
| d. Health aids (Include first-aid products; foot products; prescription accessories; eye/contact lens care products; convalescent aids; orthopedic equipment, except shoes; and artificial limbs. Report first-aid and footcare nonprescription medicines on line 3b. Report orthopedic shoes on line 38.) | 0164 | | | | |
| e. Cosmetics (include face cream, make-up, perfumes and colognes, etc.) | 0165 | | | | |
| f. Other hygiene needs (include deodorants; hair and shaving products; oral, feminine, and baby hygiene needs; hand products; etc.) | 0166 | | | | |
| g. Hearing aids and supplies | 0167 | | | | |
| h. Sum of lines 3a through 3g | 0160 | | | | |
| 4. Toys, hobby goods, and games | 0460 | | | | |
| 5. Sporting goods | | | | | |
| a. Trophies and plaques | 0511 | | | | |
| b. All other sporting goods (include boats, bicycles, snowmobiles, go-carts, exercise/fitness equipment, etc.) | 0521 | | | | |
| c. Sum of lines 5a and 5b | 0500 | | | | |
| 6. Seasonal decorations (include decorative plates, napkins, and cups) | 0878 | | | | |
| 7. Artificial/silk flowers, plants, and trees | 0879 | | | | |
| 8. Fireworks | 0874 | | | | |
| 9. Coins, medals, and other numismatic items | 0867 | | | | |
| 10. Stamps, autographs, and other philatelic materials and supplies | 0868 | | | | |
| 11. Religious goods, except books (Report books on line 15) | 0871 | | | | |
| 12. Monuments and grave markers | 0873 | | | | |

ITEM 10 CONTINUED ON PAGE 3

| If not shown, please enter your 11-digit Census File Number from the address label on page 1 | | | | | Census File Number | | | | | | |
|---|------------|---|-------|------|--|---|------------|---|-------|------|----------|
| Item 10. MERCHANDISE LINES – Continued | | | | | Item 10. MERCHANDISE LINES – Continued | | | | | | |
| Merchandise lines | Census use | ESTIMATES are acceptable. Report dollars OR percents. | | | | Merchandise lines | Census use | ESTIMATES are acceptable. Report dollars OR percents. | | | |
| | | Mil. | Thou. | Dol. | Per-cent | | | Mil. | Thou. | Dol. | Per-cent |
| 13. Souvenirs and novelty items | 0877 | | | | | 35. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 37 and footwear on line 38) | 0220 | | | | |
| 14. Telephones | 0865 | | | | | 36. Men's wear (Report boys' wear on line 37 and footwear on line 38) | 0200 | | | | |
| 15. Books (Report audio tape books on line 23 and comic books on line 16) | 0420 | | | | | 37. Children's wear (Include boys' (sizes 2 to 7 and 8 to 20), girls' (sizes 4 to 6x and 7 to 14), and infants' and toddlers' clothing and accessories. Report footwear on line 38.) | 0240 | | | | |
| 16. Magazines and newspapers | 0856 | | | | | 38. Footwear (include accessories) | 0260 | | | | |
| 17. Typewriters | 0882 | | | | | 39. Curtains, draperies, blinds, slipcovers, bed and table coverings | 0280 | | | | |
| 18. Pets, pet foods, and pet supplies | 0800 | | | | | 40. Sewing and knitting materials and supplies | 0270 | | | | |
| 19. Ice | 0866 | | | | | 41. Pools, pool chemicals, and pool supplies and accessories | 0876 | | | | |
| 20. Optical goods (include eyeglasses, contact lenses, sunglasses, etc.) | 0490 | | | | | 42. Dimensional lumber and other building/structural materials and supplies (Include spas, hot tubs, and saunas. Report paint and sundries on line 48.) | 0640 | | | | |
| 21. Jewelry (include watches, watch attachments, novelty jewelry, etc.) | 0400 | | | | | 43. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc. | 0620 | | | | |
| 22. Kitchenware and home furnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.) | 0380 | | | | | 44. Hardware, tools, and plumbing and electrical supplies | 0600 | | | | |
| 23. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books) | 0330 | | | | | 45. Household fuels (oil, LP gas, wood, coal) | 0780 | | | | |
| 24. Computer hardware, software, and supplies (Report computer-related furniture on line 28. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 25. Report office supplies on line 49.) | 0370 | | | | | 46. Soaps, detergents, and household cleaners | 0180 | | | | |
| 25. Office equipment (Include fax machines, dictaphones, copying machines, calculating machines, etc. Report office supplies on line 49.) | 0854 | | | | | 47. Paper and related products (include paper towels, toilet tissue, wraps, bags, foils, etc.) | 0190 | | | | |
| 26. Antiques (items over 100 years old) | 0861 | | | | | 48. Paint and sundries | 0670 | | | | |
| 27. Collectibles (items which are old, but less than 100 years old, and limited in supply) | 0862 | | | | | 49. All other merchandise (Report receipts for services on line 50) | 9810 | | | | |
| 28. Furniture (include outdoor/patio furniture) | 0340 | | | | | <i>Specify principal lines and estimated sales below</i> | | | | | |
| 29. Major household appliances (include refrigerators, ranges, microwave ovens, room air-conditioners, etc.) | 0300 | | | | | a. 076 | 9811 | | | | |
| 30. Small electric appliances (include mixers, toasters, coffee makers, personal care appliances, etc.) | 0310 | | | | | b. 077 | 9812 | | | | |
| 31. Tobacco products and accessories (exclude sales from vending machines operated by others) | 0150 | | | | | c. 078 | 9813 | | | | |
| 32. Packaged liquor, wine, and beer | 0140 | | | | | 50. Nonmerchandise receipts EXCLUDING SALES AND OTHER TAXES (include all receipts from customers for parts installed in repair and charges for delivery, repair, maintenance, storage, installation, alteration, on-site construction, rental or lease of tools and equipment, video tape rental, and other services provided to customers) | 9900 | | | | |
| 33. Groceries and other food items for human consumption off the premises | 0100 | | | | | 51. TOTAL (Should equal item 4 if reporting in dollars) | 9990 | | | | 100% |
| 34. Meals and snack items generally served for immediate consumption | 0120 | | | | | | | | | | |

RT

